



DIA Exceeds Goal in Record-Setting Combined Federal Campaign

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DIA employees supported the 2001 Combined Federal Campaign (CFC), from Oct. 12 through Dec. 14, 2001 with unprecedented generosity. With donations totaling more than \$769,000, DIA exceeded its original goal of \$650,000 by \$119,000 or 18 percent. This was \$60,000 more than the total amount donated last year. Additionally, DIA had 240 Eagle and Double Eagle winners who donated one or two percent of their base pay, respectively. Although postponed by the tragic events of Sept. 11th, DIA not only made up for its late start, but reached its goal in nine weeks -- sooner than any campaign in memory.

Within the overall Department of Defense (DoD) CFC, DIA is the fourth largest campaign. Only the Army, Navy, and Air Force annual campaigns are larger. Successful campaigns play a pivotal role in funding the many charitable and service agencies represented by the CFC. Twenty agencies make up the DoD CFC with donations accounting for approximately one-fourth of the total National Capitol Area (NCA) campaign. For 2001, the NCA goal was 48 million dollars.

Successful campaigns have many components and DIA's was no exception. Building on the success of its 2000 campaign, the 2001 campaign emphasized early giving, campaign logistics and fast turnaround on donor questions and requests. The great generosity of DIA employees, coupled with the spirit and enthusiasm of the DIA Coordinators, Team Captains, and Key Workers, who supported CFC events and projects, resulted in a successful and award winning campaign.

At the DoD CFC Awards Ceremony on Jan. 31, DIA received five DoD campaign communication awards, a campaign Pacesetter Award for achieving a 3.4% or more increase over the previous year's campaign and a CFC Honor Award for per capita giving. However, one of the more impressive awards that DIA received was the DoD Most Outstanding Campaign Manager Award for Large Campaign.

The Agency is proud of the outstanding sense of community, caring and sharing that distinguished the DIA 2001 campaign and of those in DIA who were part of it.

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